

# IEDC

## Quarterly

Third Quarter 2008

### *Initial Investment Spurs More Company Growth, New Indiana Jobs*

Companies that locate operations in Indiana often choose to expand beyond those original facilities and create additional Indiana jobs.

In the past few months, Indiana has benefitted from three major examples of this: ExactTarget, Nestlé and Amazon.com.

Last month, e-mail marketing provider ExactTarget announced plans to expand its operations in Indianapolis and create 300 new jobs by the end of 2013. A provider of on-demand e-mail and one-to-one marketing solutions, the company will invest \$25 million in technical equipment and real estate to expand its Indianapolis operations. ExactTarget will hire technology specialists, software developers, and sales, marketing, administration and customer service professionals over the next several years.

ExactTarget's recent expansion is the second in Indiana in less than two years. In March 2007, the company announced plans to add 90 associates to its Indianapolis operations — a number it has already exceeded.

In July 2006, Nestlé USA announced plans to build a \$359 million production and distribution facility in Anderson and create approximately 300 new jobs. In August of this year, Nestlé announced plans to expand the facility at a cost of \$200 million and hire an additional 135 workers by 2011.

The August announcement was the company's fourth major investment in Indiana since 2006. Other Nestlé expansions include subsidiary facilities in Greenwood and Fort Wayne.

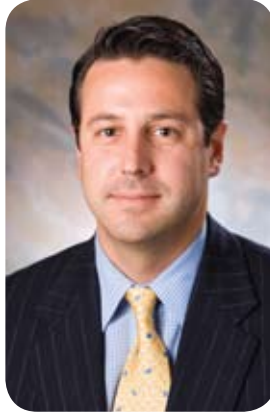
Global online retailer Amazon.com Inc. has taken a similar path in Indiana.

In 2007, Amazon.com announced it would locate a fulfillment center and employ 100 workers in Munster. In March 2008, the company unveiled plans to open an automated distribution center in Whitestown that is expected to employ more than 1,200 workers. And this past August, Amazon.com announced it will open a new distribution center in Plainfield and create more than 350 new jobs by 2011.

The ExactTarget, Nestlé and Amazon.com moves are the most recent examples of how companies — once they sample Indiana's low-cost, pro-business environment — often make more job-creating investments in the Hoosier state.



## From the Secretary



***Among the many new economic development projects announced in the past few months, one project in particular stands out as an example of the world-changing moves taking place in Indiana.***

EnerDel, a lithium-ion battery developer, announced plans to locate its new global manufacturing and development operations in Indiana. The company, which develops lithium-ion batteries for hybrid, plug-in electric and electric vehicles, will expand its Indianapolis research and cell production center, build and equip a battery pack assembly center in Noblesville, and locate a full-scale manufacturing operation at a yet-to-be-determined third location in Indiana.

EnerDel's move is expected to create more than 850 new jobs across Indiana by 2012. But more importantly, EnerDel's success helps Indiana take the lead in the race to develop the next generation of energy efficient vehicles.

Ever since 1892, when Indiana inventor Elwood Haynes designed a motorized "horseless carriage," the state has been a hotbed of automotive innovation. Indiana inventors developed the automobile headlight, transaxle, turbocharger, and cruise control. Indiana-based factories have produced some of the world's more celebrated vehicles, from famous early models, such as the Wescott and Stutz, to the later Auburn, Cord and Duesenberg, to today's Toyota, GM, Hummer, and — beginning this month — Honda.

Now EnerDel, which will begin hiring additional engineers, production associates and administrative staff later this year, is poised to help position Indiana as an automotive technology leader for the next 100 years.

Indiana is a proven leader in advanced manufacturing. We rank first in manufacturing productivity among major industrial states. We also recently received an 'A' ranking from Conexis Indiana for manufacturing and logistics based on property taxes, sales taxes, unemployment insurance, corporate taxes, crime, and growth in manufacturing value added. And — for the first time in the state's history — Indiana's credit rating has been raised to AAA, the highest rating assigned by the independent credit rating agency Standard & Poor's Ratings Service (S&P).

EnerDel — and other more conventional automotive firms — know that Indiana's location, business-friendly environment, and skilled and reliable workforce put them in the fast lane for manufacturing success.

A stylized, handwritten signature in black ink, reading "Nathan J. Feltman".

**Nathan J. Feltman**  
Secretary of Commerce

*"Indiana is the heart of America's manufacturing might and a linchpin in the automotive industry. There is no better place to invest in the clean, green, energy efficient technology we need to power today's global economy. Indiana's educated, experienced workforce is second to none. We couldn't be happier to call this our home."*

**Ulrik Grape**  
President and Chief Executive Officer  
EnerDel

## Indiana Leverages Motorsports Investment

Indiana's focus on attracting economic development in the motorsports industry continues to result in new jobs as two more nationally recognized motorsports firms unveiled plans to expand operations here.

Motorsports safety equipment supplier Impact Racing LLC will expand its manufacturing operations in Clermont, creating more than 100 jobs by 2011. The company, which manufactures fire suits, helmets and safety equipment for the Indy Racing League, NASCAR and NHRA, will invest more than \$3.7 million in a new manufacturing facility.

Motorcycle racer and parts manufacturer Vance and Hines Motorsports Inc. will expand operations in Brownsburg and create 26 new jobs by 2011. The company, which makes motorcycle engines and exhaust components, will invest more than \$4 million to build a new manufacturing facility.

The investments are just the latest in Indiana's growing motorsports industry, which now includes more than 1,400 motorsports-specific businesses that employ thousands of Hoosiers.

## Indiana Honors 50 Companies to Watch

Fifty companies from 19 Indiana counties were honored as outstanding second-stage companies in Indiana's inaugural field of "Companies to Watch."

The accolade recognized 50 of the state's top privately held businesses — those that employ up to 150 employees and have between \$750,000 to \$100 million in annual revenue or working capital. The award was presented by the IEDC, its Small Business Development Centers network, Purdue University and the Edward Lowe Foundation. KeyBank was the primary sponsor of the program.

The Companies to Watch were selected after judges evaluated applications from more than 400 companies representing industries ranging from steel makers to software developers and laboratories to logistics firms. The winners were honored at an August gala in Indianapolis. The complete list of winners is available at [Companiestowatch.org](http://Companiestowatch.org).

"There is no better story to tell than that of a homegrown Hoosier company that continues to grow and create new jobs," Governor Mitch Daniels said of the honorees. "We're committed to creating the best business environment we can so these 50 Companies to Watch and all the businesses across our state continue to succeed in today's global economy."

## Events

The most recent and upcoming business development events and activities involving the Indiana Economic Development Corporation:

September 7–9	Midwest-U.S. Japan Association
September 12–14	Red Bull Indianapolis GP
September 13–17	Industrial Asset Management Council
September 23–25	Atlanta Business Development Trip
October 1	Governor's Century and Half Century Awards
October 13–16	Roundtable in the High Desert
October 20–21	Burrill Indiana Life Sciences Forum
October 27–31	Indiana Entrepreneurship Week
Oct. 30–Nov. 1	Society of Industrial and Office Realtors
November 12	Indiana Logistics Summit



# Major IEDC Project Announcements, Third Quarter 2008

## **Marion County:** EnerDel

Lithium-ion battery developer EnerDel will locate new global manufacturing and development operations in Indianapolis and is expected to create more than 850 new jobs across the state through 2012. The company, which develops lithium-ion batteries for hybrid, plug-in electric and electric vehicles, will expand its Indianapolis research and cell production center, build and equip a battery pack assembly center in Noblesville, and locate a full-scale manufacturing operation at a still to be selected location in Indiana.

## **Vigo County:** N.E.W. Customer Service Companies Inc.

Virginia-based service plan provider N.E.W. will locate a new virtual customer support operation in Terre Haute and create approximately 480 new jobs across west central Indiana by 2011. The company, which provides services for the consumer electronic, computer and wireless industries, will hire home-based customer support professionals to provide technical troubleshooting for customers of DIRECTV, the nation's leading satellite TV service.

## **Delaware County:** Brevini

The international gear maker plans to locate its U.S. headquarters and first North American gear design and manufacturing center in Muncie and create more than 450 new jobs by 2011. The Italian company will locate its headquarters and design center in an existing facility and build a new plant in 2010 to manufacture gear boxes for wind turbine energy generation and other low-speed, high-torque applications.

## **Clark County:** Clarcor Air Filtration

The air filter maker will consolidate its Midwest manufacturing operations in Jeffersonville, bringing 425 new jobs and the company's corporate headquarters to Indiana. The company, which manufactures filters for office buildings, industrial plants, laboratories and pharmaceutical facilities, plans to begin hiring managers, laborers, warehouse specialists, maintenance technicians and clerical staff before construction of the new facility is completed.

## **Hendricks County:** Amazon.com Inc.

The global online retailer will open a new distribution center in Plainfield and create more than 350 new jobs by 2011 — the company's third expansion in Indiana in less than a year. The company is now equipping the new facility and hiring managers, warehouse supervisors and warehouse associates.

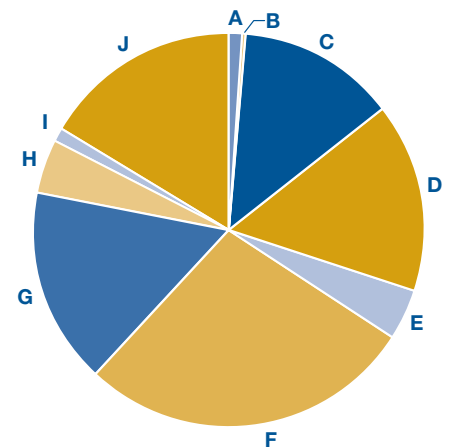
## **Marion County:** ExactTarget Inc.

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## 2008 IEDC Competitive Projects Industry Analysis Measured by New Jobs through September 30, 2008

A	Biofuels/Energy	1.35%	205
B	Food/Agriculture	0.15%	24
C	IT/Telecom	13.19%	2,007
D	Insurance/Financial Services	15.57%	2,369
E	Life Sciences	4.10%	624
F	Manufacturing — Other	27.68%	4,212
G	Manufacturing — Automotive	16.19%	2,464
H	Manufacturing — Steel/Metals	4.37%	665
I	Motorsports	1.18%	179
J	TDL	16.22%	2,468

New Job Commitments: 15,217



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